

SPECIMEN

General Certificate of Secondary Education

B181

Leisure and Tourism

Unit B181: Understanding the leisure and tourism industries

Specimen Paper

Candidates answer on the question paper.

Additional materials: None.

Time: 1	1	hour	30	minut	es

Candidate Forename	Candidate Surname
Centre Number	Candidate Number

INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each answer carefully and make sure you know what you have to do before starting your answer.
- Answer all the questions.
- Do not write over the bar codes.
- Do not write outside the box bordering each page.
- Write your answer to each question in the space provided.

INFORMATION FOR CANDIDATES

- The number of marks available is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is 80.
- Quality of written communication will be assessed in the question or part question marked with an asterisk (*).

FOR EXAMINER'S USE	
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TOTAL	

This document consists of 11 printed pages.	
	[Turn ov

© OCR 2007 Specimen Paper: GCSE Biology A

1	(a)	(i)	A cinema is one example of the entertainment component of the leisure and tourism industries.
			Identify four other examples of the entertainment component.
			Example 1:
			[1]
			Example 2:
			[1]
			Example 3:
			[1]
			Example 4:
			[1]
		(ii)	Identify and explain two products/services offered in cinemas.
			Product/Service 1:
			[1]
			Explanation:[1]
			Product/Service 2:
			[1]
			Explanation:
			[1]
		(ii)	Identify and explain two reasons why people use cinemas.
		()	Reason 1:
			[1]
			Explanation:
			[1]
			Reason 2:
			[1]
			Explanation:
			[4]

(b)	(i)	A travel agent is an example of the tourism component of the leisure and industries.	tourism
		Identify and explain two products/services offered by travel agents.	
		Product/Service 1:	
			[1]
		Explanation:	
			[1]
		Product/Service 2:	
			[1]
		Explanation:	
			[1]
	(ii)	Identify and explain two reasons why people use travel agents.	
		Reason 1:	
			[1]
		Explanation:	
			[1]
		Reason 2:	
			[1]
		Explanation:	
		Explanation:	

2 Fig. 1 below shows an organisation chart for a typical restaurant.

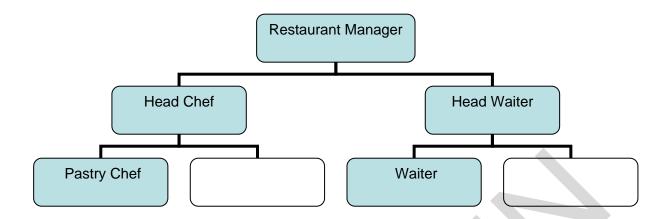


Fig. 1

(a) Below are some job roles.

Assistant Chef Cleaner		Wine Waiter	Gym Instructor
Ticket Seller	Cabin Crew	Housekeeper	Receptionist

	Choose two appropriate job roles and use them to complete Fig. 1.	[2]
(b)	Identify and explain two duties of a waiter in a restaurant.	
	Duty 1:	
	Explanation:	
	LAPIditation	
	Duty 2:	
		[1]
	Explanation:	
		[1]
(c)	Identify and explain two possible hazards which might exist in a restaurant's kitchen.	
	Hazard 1:	
	Explanation:	
	Hazard 2:	
	Fundamentian	
	Explanation:	

Fig. 2 below is a table showing data relating to inbound tourism.

Year	2002	2003	2004	2005	2006
Overseas visits to the UK £m	24	25	27	30	33
Spending in the UK by overseas visitors £bn	12	12	13	14	16

Figures shown are rounded (adapted from National Statistics data – Travel Trends 2006).

Fig. 2

(d)	Using the data in Fig. 2 and your knowledge of travel trends, discuss the trend in inbound tourism during the five year period 2002-2006.
	[10]

[Total: 20]

_		<i>(</i> 1)	
3	(a)	(1)	In which destination would you find each of the following:
			Eden Project;[1]
			Nou Camp [1]
		(ii)	Identify and describe the main tourist activity which takes place at the:
			Eden Project;
			Main tourist activity:
			[1]
			Description:
			[1]
			Nou Camp.
			Main tourist activity:
			[1]
			Description:
			[1]
	(b)	lder	ntify and describe two types of visitor group who would be most likely to visit the:
	(2)		sai Mara;
			tor Group 1:
			[1]
		Des	cription:
			[1]
		Col	iseum.
		Visi	tor Group 2:
			[1]
		Des	scription:
			[1]

(c)*	For many winter sports activity holidays, travel to the destination can be by either air or road.
	Discuss the advantages and disadvantages to the customer of each of these methods of transport.
	[10]
	[Total: 201

4	(a)	Identify and explain two functions of a human resource department in a leisure and tourism organisation.
		Function 1:
		Explanation: [1]
		Function 2:
		Explanation: [1]
		[1]
	(b)	Identify and explain two documents which can be used to provide information about a job vacancy.
		Document 1:
		Explanation: [1]
		[1]
		Document 2:
		Explanation: [1]
		[1]
	(c)	(i) Identify two ways in which visitors can reduce the impact of tourism on the communities they visit.
		Way 1:
		[1] Way 2:
		Way 2:

(ii)

Discuss the importance to leisure and tourism organisations of using sustainable practices.
[10]
[Total: 20]

[Total: 20]

[Paper Total: 80]



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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

General Certificate of Secondary Education

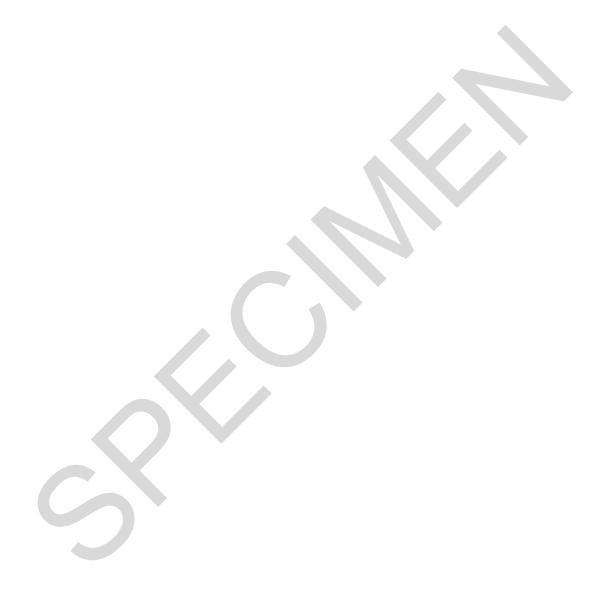
LEISURE AND TOURISM

B181

B181: Understanding the leisure and tourism industries

Specimen Mark Scheme

The maximum mark for this paper is [80]



Assessment of QWC

In this external unit the assessment of QWC will take place in question **3(c)** which is a level of response mark scheme and carries 10 marks.

Marks are embedded within this mark scheme for assessing the quality of written communication. The following criteria are embedded within the levels of response for question **3(c)**.

Level 4:

Ability to present relevant material in a well planned and logical sequence. Material is clearly structured using appropriate industry terminology confidently and accurately. Sentences, consistently relevant, are well structured in a way which directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.

[4 marks representing the appropriate level of written communication are embedded in this level of response.]

Level 3:

Ability to present relevant material in a planned and logical sequence. Appropriate industry terminology is used. Sentences, for the most part relevant, are presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.

[3 marks representing the appropriate level of written communication are embedded in this level of response.]

Level 2:

Limited ability to organise relevant material. Some appropriate industry terminology is used. Sentences are not always relevant with materials presented in a way which does not address the question. There may be noticeable errors of grammar, punctuation and spelling.

[2 marks representing the appropriate level of written communication are embedded in this level of response.]

Level 1:

Ability to communicate at least one point using some appropriate industry terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.

[1 mark representing the appropriate level of written communication is embedded in this level of response.]

Please note answers which are assessed as a L1, L2 or L3 from the individual mark scheme criteria may be awarded an additional mark for the quality of written communication if the standard is above the embedded criteria for the quality of written communication.

Question Number	Answer	Max Mark
1(a)(i)	A cinema is one example of the entertainment component of the leisure and tourism industries.	
	Identify four other examples of the entertainment component.	
	One mark for each correct identification up to a maximum of four identifications.	
	Possible responses may include: ten pin bowling (1);	
	theatre (1);	
	bingo (1);	
	night club (1);	
	concert venue (1); laser quest (1);	
	pubs (1);	
	bars (1);	
	restaurant (1).	[4]
(ii)	Identify and explain two products/services offered in cinemas.	
	One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.	
	Possible responses may include:	
	discount tickets (1) especially at off peak periods (1);	
	confectionary stall (1) selling food and drink for people to enjoy with their film (1);	
	Web-site (1) so people can find out film information and book films quickly	
	and easily (1).	[4]
(iii)	Identify and explain two reasons why people use cinemas.	
	One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.	
	Possible responses may include:	
	entertainment (1) as people need to switch off and relax away from their busy lives (1);	
	business conferences (1);	
	socialising (1);	
	to watch box office movies (1); to watch cult movies (1).	[4]
	10 1101100 (1).	L *J

Question Number	Answer	Max Mark
(b)(i)	A travel agent is an example of the tourism component of the leisure and tourism industries.	
	Identify and explain two products/services offered by travel agents.	
	One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.	
	Possible responses may include:	
	money exchange (1). Thomas Cook can supply many currencies via their stores. They can also provide travellers cheques (1) and offer a buy back facility (1);	
	package holiday bookings (1);	
	flight bookings (1); car hire bookings (1).	[4]
(ii)	Identify and explain two reasons why people use travel agents.	
	One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.	
	Possible responses may include:	
	 customers often don't feel an Internet company is trustworthy (1) and so feel more at ease with a face to face booking (1); 	
	an agent knows the customers (1);	
	customers know their agent and feel confident (1);	
	agents can provide a high quality of service (1); when sustances have greatings they want to appear to app	
	 when customers have questions they want to speak to someone personally (1); 	
	 because there is too much bewildering information (1), thousands and thousands of price misleading websites (1); 	
	 because when it all goes wrong or it was not the right holiday there is no one to go back to apart from themselves (1); 	
	 customers appreciate the little precious time they have (1) and wish to do more valuable things than spend hours night and day hunched over the PC trying to find that perfect holiday (1). 	[4]
2(a)	Choose two appropriate job roles and use them to complete Fig. 1.	
	For two marks:	
	Head Chef = Assistant Chef (1);	
	Head Waiter = Wine Waiter (1).	[2]

Question Number	Answer	Max Mark
(b)	Identify and explain two duties of a waiter in a restaurant. One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations. Possible responses may include: • set tables (1) with clean linen or place mats, cutlery, crockery and glasses (1); • welcome (1) and seat customers (1) and hand menus to them (1); • talk to guests about the menu and drinks (1) and recommend combinations (1); • in some cases promote local produce and attractions to visitors (1) from interstate and overseas (1); • take customers' orders (1) and pass them to kitchen staff or bar attendants (1); • serve food and drinks (1); • carve meat (1); • make up bills (1) and present them to customers (1); • handle money or credit cards (1); • take restaurant reservations (1); • clear tables (1) and return dishes and cutlery to kitchens (1).	[4]
(c)	 Identify and explain two possible hazards which may exist in a restaurant's kitchen One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations. Possible responses may include: slips (1) - slipping on foods or liquids that have fallen to the floor in the food preparation area (1); tripping or falling (1) into physical hazards such as drain covers that have come off may also be a problem (1); knives/cuts (1); kitchen equipment (1) - slicers, dicers, choppers, mincers, microwaves, mixers etc (1); 	
	repetitive movement (1);prolonged standing (1).	[4]

Question Number	Answer	Max Mark
	Using the data in Fig. 2 and your knowledge of travel trends, discuss the trend in inbound tourism during the five year period 2002-2006. Level 1: (1–3 marks) Candidate identifies features of inbound tourism trends. Candidates at this level will do no more than describe the patterns with a brief unsupported comment. The following is an example of a Level 1 answer. Inbound tourism has grown from 2002 to 2006 from 24 to 33 million visitors. They have also spent more as spending has gone up from £12bn to £16bn. This would be considered to be a Level 1 response. Level 2: (4–6 marks) Candidate applies knowledge showing showing how and/or why inbound tourism has developed during this five year period. The following is an example of a Level 2 answer. Inbound tourism has grown from 2002 to 2006 from 24 to 33 million visitors. They have also spent more as spending has gone up from £12bn to £16bn. One of the main reasons for this growth has been the increase in air travel combined with the changes in purpose of the visits. This would be considered to be a Level 2 response. Level 3: (7–8 marks) Candidate analyses how and/or why inbound tourism has developed during this five year period. Candidates at this level will exemplify the indicative content by offering analytical comment. The following is an example of a Level 3 answer. Inbound tourism has grown from 2002 to 2006 from 24 to 33 million visitors. They have also spent more as spending has gone up from £12bn to £16bn. One of the main reasons for this growth has been the increase in air travel combined with the changes in purpose of the visits. 30 years ago visits were mainly for holiday reasons but now more visitors are coming for VFR and business. This would be considered to be a Level 3 response. Level 4: (9-10 marks) Candidate evaluates how and/or why inbound tourism has developed	
	during this five year period. Candidates at this level will exemplify the indicative content by offering evaluative comment.	

Question Number	Answer	Max Mark
	The following is an example of a Level 4 answer. Inbound tourism has grown from 2002 to 2006 from 24 to 33 million visitors. They have also spent more as spending has gone up from £12bn to £16bn. One of the main reasons for this growth has been the increase in air travel combined with the changes in purpose of the visits. 10 years ago visits were mainly for holiday reasons but now more visitors are coming for VFR and business, the majority of visits have tended to be to London followed by other major cities such as Edinburgh, Manchester and Birmingham. These trends are likely to continue into the future as the business element of tourism increases with all these cities being major business tourism destinations. Other reasons for increases in numbers are likely to have been the increase in business from ex eastern block countries such as Poland and this is likely to continue as business activity increases. This would be considered to be a Level 4 response.	[10]

Question Number	Answer	Max Mark
3 (a)(i)	In which destination would you find each of the following: Eden Project; Nou Camp.	
	For two marks:	
	Eden Project – Cornwall (1); Nou Camp - Barcelona (1).	[2]
(ii)	Identify and describe the main tourist activity which takes place at the: Eden Project; Nou Camp.	
	One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two descriptions.	
	Possible responses may include: Eden Project – this is a place of conservation (1) where people go to be educated (1); Nou Camp – this is a football ground (1) which is home to one of the top Spanish football teams, Barcelona (1).	[4]
(b)	Identify and describe two types of visitor groups who would be most likely to visit the: Masai Mari; Coliseum.	
	One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two descriptions,	
	Possible responses may include: The Masai Mari – special interest groups (1) who take a particular interest in safari and watching the animals (1); Coliseum – school groups (1) who may be taking in the monument as	
	part of an organised tour (1).	[4]

Question Number	Answer	Max Mark
(c*)	For many winter sports destinations travel can be by either air or road.	
	Discuss the advantages and disadvantages to the customer of each of these methods of transport.	
	This question will be assessing QWC. See instructions at front of mark scheme.	
	Level 1: (1–3 marks) Candidate identifies relevant advantages/disadvantages of each method of transport.	
	Candidates at this level will list some of the advantages/disadvantages but will make no attempt to develop these ideas.	
	The following is an example of a Level 1 answer.	
	Going by car will more convenient because you can take more luggage and you will have more room than a plane and it will also cost less because you only pay for petrol. This would be considered to be a Level 1 response.	
	Level 2: (4–6 marks) Candidate applies knowledge showing advantages/disadvantages of each method of transport.	
	The following is an example of a Level 2 answer.	
	Going by car will more convenient because you can take more luggage and you will have more room than a plane and it will also cost less because you only pay for petrol. Air will be quicker but costs more and you can't take as much luggage. Cars can be less comfortable than aeroplanes. You can't sleep when you drive, you can't relax. This would be considered to be a Level 2 response.	
	Level 3: (7–8 marks)	
	Candidates analyses advantages/disadvantages of each method of transport.	
	Candidates at this level will exemplify the indicative content by offering analytical comment.	
	The following is an example of a Level 3 answer.	
	Travelling by car has advantages. You can travel wherever and whenever you want such as a different ski area every day if you go by air you have to catch buses or hire cars. Travelling by car also has some disadvantages. Sometimes you can be stuck in a traffic jam, you have to pay for car park and petrol. Cars can be less comfortable than aeroplanes. You can't sleep when you drive, you can't relax. You can use a car in case of urgency, for example if you want to drive to the doctor you don't have to wait for a bus. Also you don't have to travel when a	

Question Number	Answer	Max Mark
	timetable says you can. You can quickly move and you can travel from door to door. Another advantage is that air travel is the fastest means of transport when going long distances and the majority of winter sports destinations are a long way from the UK. This would be considered to be a Level 3 response.	
	Level 4: (9-10 marks) Candidate evaluates advantages/disadvantages of each method of transport. Candidates at this level will exemplify the indicative content by offering evaluative comment.	
	The following is an example of a Level 4 answer.	
	Travelling by car has advantages. You can travel wherever and whenever you want such as a different ski area every day if you go by air you have to catch buses or hire cars. Travelling by car also has some disadvantages. Sometimes you can be stuck in a traffic jam, you have to pay for car park and petrol. Cars can be less comfortable than aeroplanes. You can't sleep when you drive, you can't relax. You can use a car in case of urgency, for example if you want to drive to the doctor you don't have to wait for a bus. Also you don't have to travel when a timetable says you can. You can quickly move and you can travel from door to door. The most important advantage is that air travel is the fastest means of transport when referring to large distances and the majority of winter sports destinations are a considerable distance from the UK. I think that this makes air travel more appealing to most people especially as the drive may involve difficult snow conditions on the roads. There are hundreds of choices of flights when it comes to air travelling many of which may work out much cheaper than driving your own car even if you hire a car at the airport. Other factors that make air travel the most popular means of travelling is because it is far safer than road and sea travel as there aren't so many accidents and it is time-saving although there are some disadvantages that need consideration such as luggage space which may be a problem if taking a lot of ski equipment. The main advantage for a car is the	
	flexibility to have a truly independent holiday skiing in a variety of ski areas without the hassle of buses. This would be considered to be a Level 4 response.	[10]

Question Number	Answer	Max Mark
4(a)	Identify and explain two functions of a human resource department in a leisure and tourism organisation.	
	One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.	
	Possible responses may include:	
	 recruitment (1) ensuring the right people with the right skills and qualities for this industry are appointed (1); 	
	• pay (1);	
	performance and reward (1); training (1);	
	training (1);planning resource needs (1);	
	 ensuring your personnel and management practices conform to 	
	various regulations (1).	[4]
(b)	Identify and explain two documents which can be used to provide information about a job vacancy.	
	One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.	
	Possible responses may include:	
	Job Advertisement (1) - this document will normally be a written piece of material that seeks to attract applicants for a job (1) by giving information about a vacant position (1) such as brief description, pay, hours and location (1);	
	Person Specification (1) - this document will provide the applicant with details about the sort of person that the organisation is looking for to fill the post (1). This will include details about the person's qualifications and skills, their communication skills, the experience they are expected to have and their ability to work as part of a team or individually (1). Many organisations classify these in two groups - 'essential' and 'desirable' (1);	
	Job Description (1) - a document that will have been drawn up based on an analysis of the job itself (1). The job description will contain details of what the job entails (1).	[4]

Question Number	Answer	Max Mark
(c)(i)	Identify two ways in which visitors can reduce the impact of tourism on the communities they visit. One mark for each correct identification up to a maximum of two identifications.	
	Possible responses may include: respecting local cultures and traditions (1); being informed of the culture and economy of the place being visited (1); support local culture by using local businesses (1); conserve resources by using businesses that are environmentally conscious (1).	[2]
(ii)	Discuss the importance to leisure and tourism organisations of using sustainable practices. Level 1: (1–3 marks) Candidate identifies reasons why it is important for leisure and tourism industries to use sustainable practices in the tourism industry. Candidates at this level will list some of the reasons but will make no attempt to develop these ideas.	
	The following is an example of a Level 1 answer. It is important because future generations may want to enjoy these destinations. Also if leisure and tourism organisations are not responsible then local tourist people will not have enough money to live on and will live in very poor places which tourists don't want to see. This response would be considered to be a Level 1 response.	
	Level 2: (4–6 marks) Candidate applies knowledge of the importance of leisure and tourism industries using sustainable practices in the tourism industry. The following is an example of a Level 2 answer.	
	Sustainable practice is very important to tourist destinations because holiday makers must stop ruining local environments so that they remain good destinations for us to visit for many years to come. Leisure and tourism organisations can help by employing local people and using local products at fair prices so that the local economy survives. This response would be considered to be a Level 2 response.	
	Level 3: (7–8 marks) Candidate analyses the importance of leisure and tourism industries using sustainable practices in the tourism industry. Candidates at this level will exemplify the indicative content by offering analytical comment.	
	The following is an example of a Level 3 answer.	

Question Number	Answer	Max Mark
	Sustainable practice is very important to tourist destinations because holiday makers must stop ruining local environments so that they remain good destinations for us to visit for many years to come. Leisure and tourism organisations can help by employing local people and using local products at fair prices so that the local economy survives. Some tourism industries can help by putting money back into local economies they can do this by employing local builders and other manual workers on any of the construction projects that that they have, such as building new hotels, so as not to deprive local people of employment which is often poorly paid and scarce in supply. It is also important that tourist companies encourage customers to support the local economy of the destination by purchasing goods and services whilst there as the money that shops make is very important to local communities. This response would be considered to be a Level 3 response.	
	Level 4: (9-10 marks) Candidate evaluates the importance of leisure and tourism industries using sustainable practices in the tourism industry. Candidates at this level will exemplify the indicative content by offering evaluative comment.	
	The following is an example of a Level 4 answer.	
	Sustainable practice is very important to tourist destinations because holiday makers must stop ruining local environments so that they remain good destinations for us to visit for many years to come. Leisure and tourism organisations can help by employing local people and using local products at fair prices so that the local economy survives. Some tourism industries can help by putting money back into local economies they can do this by employing local builders and other manual workers on any of the construction projects that that they have, such as building new hotels, so as not to deprive local people of employment which is often poorly paid and scarce in supply. It is also important that tourist companies encourage customers to support the local economy of the destination by purchasing goods and services whilst the money that shops make is very important to local communities. My final point is that the physical environments must not exceed their carrying capacity so that their physical attraction is not ruined. This is important because tourism should provide jobs and livelihood for many families in poor areas and gives back to the community by supporting such projects as local schools that lay the groundwork for a better future for the children of the community. This response would be considered to be a Level 4 response.	[10]
	Paper Total	[80]

Assessment Objectives Grid

Question	AO1	AO2	AO3	Total
1(a)(i)	4			4
1(a)(ii)	2	2		4
1(a)(iii)	2	2		4
1(b)(i)	2	2		4
1(b)(ii)	2	2		4
2(a)		2		2
2(b)	2	2		4
2(c)	2	2		4
2(d)	3	3	4	10
3(a)(i)	2			2
3(a)(ii)	2	2		4
3(b)	2	2		4
3(c)*	3	3	4	10
4(a)	2	2		4
4(b)	2	2		4
4(c)(i)	2			2
4(c)(ii)	3	3	4	10
Target	36	32	12	NA
Actual	37	31	12	80

^{* =} This question includes the assessment of quality of written communication.